

Basketball '87

This season viewers will be able to watch more basketball than ever as broadcast and cable networks—both national and local—offer scores of professional and college contests

Basketball is coming—lots of it.

During the upcoming 1987-88 season (November to June), basketball fans who subscribe to cable will be able to watch literally hundreds of college and professional games. Off-air TV viewers in small markets served only by three network-affiliated television stations will be able to tune in to more than 100 contests.

CBS, ABC, NBC, ESPN, USA Network, FNN/SCORE and superstation WTBS(TV) Atlanta will be televising more than 450 games nationally (see chart, page 48). ESPN leads the way, scheduling 182 college games. Regional cable sports networks such as Home Team Sports and Madison Square Garden will each offer as many as 60 games within their discrete regions. And, finally, television stations will supplement the national and regional games with uncounted local broadcasts—mostly away games of the home teams.

Fans that tire of looking may listen. Every National Basketball Association team and most schools with substantial basketball programs have made arrangements to broadcast most, if not all, of their games over radio stations and, in some cases, over regional radio networks.

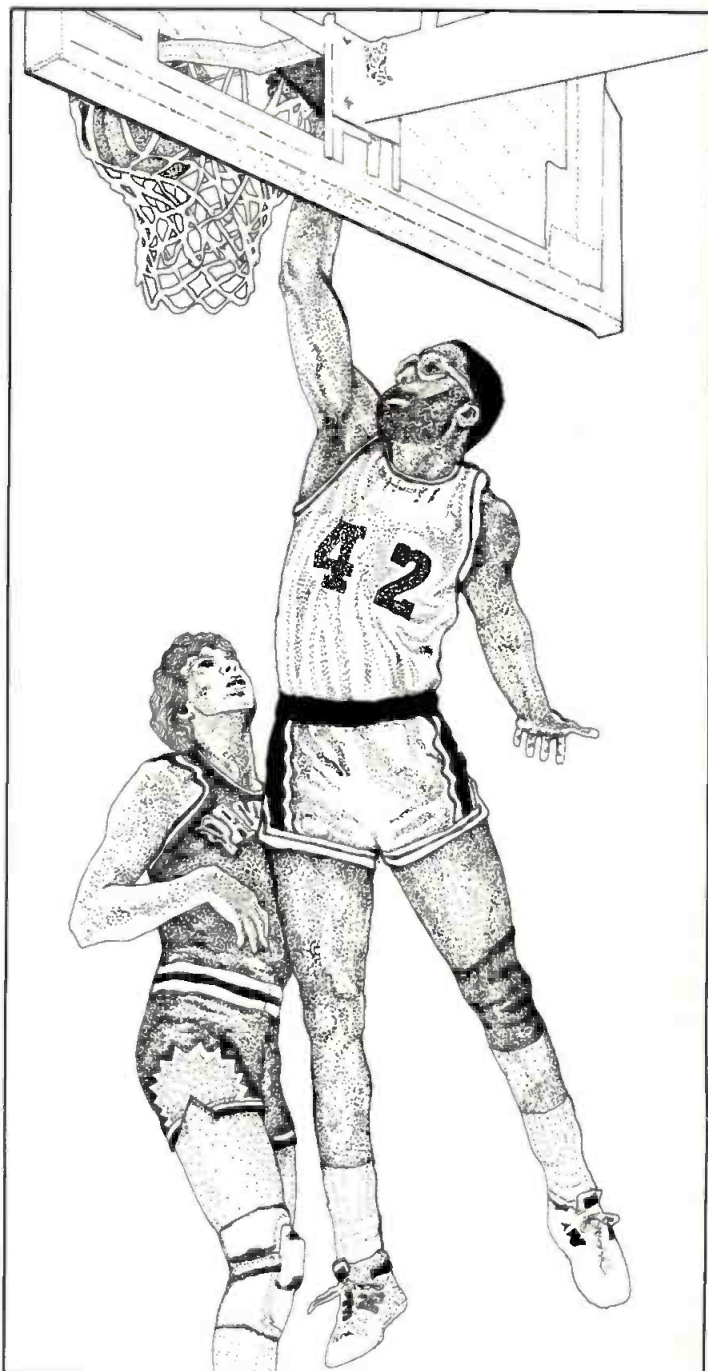
The hundreds of games add up to millions of dollars annually for the NBA franchises and the colleges and universities that field teams good enough to attract television and radio audiences—even after the packagers, syndicators, television production companies, collegiate conference offices, satellite carriers, broadcast stations and networks have taken their cuts.

The NBA now has just two national television contracts. For 15 regular-season games and the best of the playoff action, including the finals, CBS will pay the NBA about \$43 million this season. For 50 regular-season and 25 playoff games for WTBS, Turner Broadcasting System will pay about \$13 million this season. CBS is in the second year of a four-year, \$173-million deal with the league; TBS is in the second year of a \$25-million, two-year pact.

The NBA clubs divvy up the network revenues equally and supplement it with whatever they can get from local television and radio deals. "There is quite a bit of imagination and innovation going on on a local basis," said Ed Desser, director of broadcasting, NBA. "On the one hand, there are clubs that keep the rights in-house and produce the games themselves and, on the other hand, there are those that form partnerships with broadcasters. And of course there are some of the more traditional arrangements where the club... simply sells the rights to 'x' number of games to the broadcaster for a flat fee or some kind of profit-sharing against a guarantee."

The NBA teams will not say how much they earn from television and radio and neither will the NBA, which keeps track of what each team is doing. But Desser concedes that it's a substantial amount for most teams, sometimes exceeding gate receipts. Paul Kagan & Associates picked up some figures for one team, the Denver Nuggets. According to Kagan, KWGN-TV Denver will pay the Nuggets around \$900,000 for the rights to 30 mostly away games.

For the colleges, it is a case of the haves and the have-nots. The top conferences like the Atlantic Coast, Big East, Big 10 and South-eastern earn substantial millions from their national, regional and



local television deals. The Atlantic Coast Conference is receiving a reported \$35 million over five years under its current television rights contract with a joint venture of Raycom Sports and Jefferson-Pilot Teleproductions. According to Bill Rasmussen, chairman and

chief executive officer, Rasmussen Communications, which represents the Big 10 in the television marketplace, that conference takes around \$3.5 million a year from its deals with ESPN, ABC and CBS. The Big East receives at least \$4 million a year from its CBS deal alone. "But many conferences approach TV from an exposure standpoint and don't expect to make a lot of money," said Bray Cary, president, Creative Sports Marketing, one of four major collegiate basketball syndicators. "Few conferences other than the top five or so are making more than \$250,000," Cary said. "Some barely break even."

The Missouri Valley Conference, the Colonial Athletic Conference and the Pacific Coast Athletic Association are cases in point.

Although the Missouri Valley has placed more than a dozen of its conference and nonconference games on cable networks and has successfully syndicated a regional package, it expects to make no more than \$150,000. The CAA gets between \$30,000 and \$50,000 a year under its exclusive rights deal with Home Team Sports, just enough to help defray the conference office's expenses.

The PCAA, whose members include perennial basketball power University of Nevada-Las Vegas, expects only to break even on its regular-season and tournament packages. PCAA Commissioner Lewis Cryer said that they air the games because the coaches believe the exposure is "critically important" to their recruiting efforts.

For the have-not conferences, the pot of gold at the end of the rainbow is the National Collegiate Athletic Association annual 64-team tournament in early spring that leads to the crowning of the national champion. The NCAA pays participating teams some \$200,000 for each game they play in the single-elimination tournament. A team that makes it to the final four can count on a check for \$1 million.

Most of the tournament money comes by way of CBS. The network signed a three-year deal last December giving it the right to the best of the tournament games, including the semifinals and the final. Total value of the deal: \$166 million. (ESPN also has a deal with the NCAA for some of the early round action that CBS does not want.)

Like the pros, most of the college conferences do not release their

rights fees. And neither do their customers. Donn Bernstein, director of college sports, ABC sports, said rights fees are held close to the vest because of the competitiveness. "We are out there scrapping and scraping and clawing," he said. "We must be in a vacuum. We don't want the other guy to know what we are paying."

According to most involved in televising collegiate basketball, the rights fees—what the syndicators pay the conferences and what the networks and broadcasters pay the syndicators and conferences—have been flat or declining somewhat over the past few years for all but the biggest conferences.

PCAA Commissioner Cryer, who doubles as chairman of the Collegiate Commissioners Association, a group representing 19 major conferences, said that the broadcast networks and ESPN are being more selective and paying less for the national rights to games because of "the deluge of games" and the often poor ratings.

Marty Brooks, vice president, programming, for the Madison Square Garden Network, said rights fees soared in the early 1980's as interest in college basketball, demand for programming from cable networks and the number of sports syndicators all increased. But following a bad advertising year in 1983-84, he said, there was a shakeout among the syndicators and fees have gradually slipped back down to more reasonable levels. "There is now a true handle on the value of the product," he says. "College basketball is a valuable sports product, but there is just so much you can pay for rights fees. Every game is not worth \$100,000."

More important than the leveling off of rights fees, said Ken Haines, executive vice president, Raycom Sports, is the restructuring of the relationships between the conferences and schools on one hand and the sports syndicators on the other. "There is a movement toward revenue sharing," he said. "We are in some form of revenue sharing with all our conferences except the ACC where we [and Jefferson-Pilot] pay a flat fee."

Not all college basketball fees are flat or trending down of course. To retain its hold on the NCAA tournament last December, CBS had to increase its per-year fee from \$32 million to \$55 million. On the other end of the spectrum, the Western Athletic Conference, under its new three-year deal with KUTV(TV) Salt Lake City, is getting \$1.1 million or an average of about \$370,000 a year, up from less than \$250,000 under the previous two-year pact.

Although, as Cryer suggested, the broadcast networks are holding the line or paring down their collegiate basketball schedules, ESPN and FNN/SCORE are beefing theirs up. ESPN's 182-game total is up from 153 games last year. FNN/SCORE, a relative newcomer to the market, has nearly doubled the number of games on its schedule to about 60.

Robert Wussler, executive vice president, Turner Broadcasting System, does not expect the NBA rights to go anywhere but up. "Pro basketball has rebounded very nicely over the past five years. The short- to medium-range outlook is very good."

The NBA's strategy over the past few years has been to decrease the number of nationally televised games by choosing not to renew contracts with ESPN and USA Network and by trying to get clubs to refrain from making local deals with cable superstations. The NBA feels that by limiting the number, it "enhances" the perceived value of national games and the local games as well. "If there are fewer national telecasts available then each local telecast is more valuable, more highly sought after," he said.

It is a bit too early to say how all the basketball games will play in the advertising marketplace. Selling by the broadcast networks has been set back by the National Football League's players' strike, which has completely upset the NFL advertising marketplace.

When the networks finally make their basketball presentations, advertisers are expected to be receptive. Among the major sports, basketball has been apparently one of the relatively strong and steady performers over the past few years. "We have a lot of happy incumbents" with schedules to renew before the rest of the time is made available, said CBS vice president of sales, Jerry Dominus.

Extra dollars may be available for the networks' basketball packages because some advertisers have yanked dollars out of NFL football in the wake of the strike, according to some advertisers and network officials. With the similarity in the demographics of the viewers of both sports, they say, moves of football dollars into basketball are bound to occur.

Superstation WTBS, in the fourth year of NBA coverage, seems to



be way ahead of the broadcast networks, having already sold 60% of its inventory with cost-per-thousand increase of 6%-12%. Lou LaTorre, senior vice president of superstition sales, attributed \$3 million to clients not previously in NBA games on the superstition as a result of the ratings strength of the games. "The NBA has the strongest growth curve in ratings" among sports, he said.

LaTorre also said that ratings should easily continue to rise this year given the effect of peplemeters. In a Nielsen study last May, basketball games rose 20%-30% when measured with peplemeters as compared with audimeters/diaries. "We expect our numbers will be up because of the peplemeters. For male-skewing vehicles, diaries were not reporting total viewing," he said. The only serious caveat to the findings was the relatively smaller size of the sample at that time compared to now, he said.

Despite the large number of college games on its network and others, ESPN is optimistic about sales. Jack Bonanni, ESPN's vice president of advertising sales, said the cable network is selling basketball time with NFL and college football packages. Bonanni said

that car manufacturers were the first clients in this year, representing a good share of time in the schedule.

In part, the ESPN sales stem from the ratings growth the network has experienced over the past three years. From a 1.2 average in the 1984-85 season, basketball on the sports network climbed to a 1.5 in 1985-86, and to a 1.7 in 1986-87, Bonanni said.

Dee Ray, president of Raycom Sports, said the syndicator, which is selling time to national and regional advertisers for some 250 games for the various conferences it represents, said sales are about 10% ahead of where they were last year at this time with "very good" increases in the C-P-M's. The NFL may have helped, she said, but not much.

To air its games, Raycom negotiates straight barter deals with broadcast stations and shares the time, or it buys a two-hour block on a station outright and sells the time itself. Its billings last year totalled \$40 million.

Following are capsule summaries of the basketball rights plans of the major college conferences and the NBA teams.

The National Basketball Association



Atlanta Hawks

WGNX(TV) Atlanta, which holds the broadcast rights in the second-year of a two-year agreement, will air 30 road games beginning with the Nov. 11 game against the New York Knicks. John Sterling and Butch Beard will handle the announcing chores for the Atlanta independent. (Prior to the 1984-85 season, Turner Broadcasting System, which owns the Hawks and cable superstition WTBS(TV) Atlanta, broadcast most of the Hawks games over WTBS. Beginning with the 1984-85 season, however, TBS has televised a national NBA package over its superstitions and has sold the local rights to the Hawks to WGNX.)

Last year, TBS offered five games on a pay-per-view basis over Prime Cable, the cable system serving 105,000 homes in Atlanta. The response was good enough that this year TBS plans to offer 15 PPV games over Prime.

John Sterling will handle the announcing chores for Prime Cable as well. The 15 games carried this year is up from five games last year.

WGST(AM) Atlanta, which holds the radio rights in the second year of a three-year deal, will carry all pre-season, regular-season and any playoff games. WGST will be the flagship station for an expected network of between 25 and 30 stations. John Sterling will call the games when he is not doing so for WGNX or for the games on Prime Cable; Steve Holman will call them when he is.

Boston Celtics

WUW-TV Boston, which holds the broadcast television rights in the third year of a five-year deal, will carry all road games on the Celtic's schedule this year, with the exception of those games picked up by CBS. The 37 away games will be called by Gil Santos (play-by-play) and Bob Cousy (color). WUW-TV is the flagship station of a network spanning four states.

In the seventh season of carrying the Celtics and in the first year of a new 10-year

announcing chores. The two will also call the games for broadcast television and radio as the games will be simulcast.



rights contract, Sports Channel New England, the regional cable sports network with 700,000 subscribers in six states, will carry all 39 home games—all except the two being picked up by CBS. Mike Gorman will do the play-by-play and Tom Heinsohn will provide color commentary.

WEEI(AM), in the first year of a seven-year contract, will broadcast every game—pre-season, regular-season and playoffs. WEEI is the originating station for a 53-station network. Johnny Most will be the play-by-play announcer and Glenn Ordway will supply the color commentary.

Chicago Bulls

SportsVision, Chicago-based regional cable network serving more than 1 million homes, has obtained the rights to televise 40 games, 28 home and 12 away. SportsVision is in the fourth year of a 10-year contract. Jim Durham and John Kerr will handle the



SportsVision's coverage begins with the season opener against Philadelphia in Chicago on Nov. 7.

WFLD(TV) Chicago, in the third year of a five-year deal, will carry 30 regular-season road games for the Bulls, which have retained the television broadcast rights.

WMAQ(AM), which holds the radio rights in the first-year of a three-year deal, will carry all the Bulls action, including pre-season and any post-season games.

Cleveland Cavaliers

WUAB(TV) is in the eighth year of covering the Cavaliers, but this is the first year that the Cavaliers have retained the rights to the games. Under its year-to-year contract with



the Cavs, WUAB will televise 20 road games this season. Jack Corrigan will do the play-by-play and Jim Chones, the color.

WWWE(AM), in the final year of a four-year contract under which it has purchased the radio rights, will air all regular-season games and any and all playoff games. Joe Tait is the play-by-play announcer.



Dallas Mavericks

Having agreed to a new five-year deal with the Mavericks, Home Sports Entertainment, the regional cable sports network, will cablecast 40 home games this year (39 regular-season and one pre-season). CBS has included the other two regular-season home games in its network package. Although HSE is carrying the same number of games this year as last, the mix is slightly different. Last year, HSE carried 32 regular-season and three pre-season home games and five regular-season away games.

The Mavericks, which retain the broadcast rights, are in the third year of a three-year agreement with KTVT(TV) Dallas-Fort Worth, which will carry 19 away games. WBAP(AM) Fort Worth is the sole radio outlet.

Under its agreements with the broadcasters, the Mavericks produce the games and give the stations cash and some advertising time to air them, according to Mavericks spokesman Allen Stone. The Mavericks retain about 80% of the commercial time, he said.

Stone also said the Mavericks are trying to build a regional television network built upon KTVT by lining up stations in Texas, Oklahoma, Arkansas and Louisiana. He said the Mavericks are hopeful that six or seven stations will join this season. (KTVT is a cable superstation, distributed to two million cable homes throughout the country by United Video.)

Stone handles the play-by-play for all the televised games. His partner on the HSE games is Norm Hitzges; on the KTVT games, Dave Barnett. Barnett also does the play-by-play for WBAP.

Denver Nuggets

For the 14th consecutive season, KWGN(TV) Denver will broadcast the Nuggets. In the third year of a three-year rights pact, KWGN will air 30 games, 25 away games and five "wild card" games to be chosen during the



season. The play-by-play announcers will be Al Albert and, in his absence, Jim Conrad; the color will be handled by Irv Brown.

For the 12th straight season, the Nuggets will buy time on KOA(AM) Denver and air eight pre-season games and all regular-season and post-season play. Jeff Kingery will do the play-by-play, while either Bob Martin or Kent Groshong does the color.

Detroit Pistons

The Detroit Pistons, which retain all broadcast rights, have created a three-station television network led by WkBD-TV Detroit to broadcast 25 games (23 away and two home).

In the first year of a new two-year contract, WkBD has been broadcasting Piston basketball since the 1973-74 season. George Blaha, in his 12th season, will do the play-by-play, and Hubie Brown will rotate with Dick Motta on the color commentary.

ProAm Sports System, a regional sports network serving 126,000 homes, is the



cable carrier for the Pistons. PASS has purchased the cable rights and will televise 40 games this season, 38 regular season (25 home and 13 road), two preseason and whatever playoff games are available. PASS is in the final year of a four-year contract, with an option for a three-year extension. Fred McLeod will do the play-by-play and

Roundball wrapup

ABC

14 college games including SEC, PAC 10 and Big Eight championship games

CBS

42 college games, including 19 NCAA Tournament games and NCAA championship game; up to 42 NBA games, including up to 20 playoff games and the NBA finals.

NBC

19 college games, including one ACC semi-final and the championship game.

ESPN

182 college games, including 27 conference tournament games, and three NAIA tournament games.

FNN/SCORE

56 college games, including the opening round of the Big Apple NIT and the ECAC Holiday Festival championship game.

USA Network

32 college games, including the semi-final and final of the Big Apple NIT Tournament.

WTBS

75 NBA games, including 55 regular-season games and 20 playoff games.

Tom Wilson will do color.

For the third straight year, WwJ(AM) will carry all Pistons games this season except four that conflict with the station's broadcast of University of Michigan games. WwJ is the flagship station for a 16-member network. The radio contract is negotiated on a yearly basis. George Blaha will do the play-by-play and Stu Klitenic will be the color man for home games.



Golden State Warriors

KICU-TV San Jose, Calif., will broadcast 30 games, 10 more than last season. In the second year of a two-year deal, the Warriors and the station share the costs and the advertising revenues. Greg Papa and Jim Barnett will handle the play-by-play and color, respectively.

The Warriors buy time on KNBR(AM) San Francisco to broadcast the Warriors' entire schedule and any post-season games. When available, the Warriors use the audio from the televised games for radio. When not, Papa calls the games.

Houston Rockets

All the Rockets games will be televised this season. Home Sports Entertainment, a regional sports cable network, will carry all but one of the home games and KTXH(TV) Houston will broadcast all but one of the away games. The two games they are not



carrying are on the CBS schedule. Bill Worrell and McCoy McLemore will call the games for both HSE and KTXH.

Although the Rockets sell the television rights, they retain the radio rights and buy time from KTXH(AM) Houston to broadcast every game Houston plays this season. Gene Peterson is the radio play-by-play announcer; he'll be joined by Jim Foley, who doubles as the Rockets director of communications.

Indiana Pacers

In the last year of a three-year contract for

the television broadcast rights, WTTV(TV) Indianapolis will broadcast 19 road games and six home games, equaling last year's numbers. Eddie Doucette will do the play-by-play; Bobby Leonard will provide the commentary and Dick Vitale will be on hand for occasional features.

The Pacers, which have retained the



radio rights, have formed a 20-station radio network with WBC(AM) Indianapolis the flagship. The network will carry two pre-season and all regular-season and post-season games. The announcers will be Mike Inglish, play-by-play, and Clark Kellogg, color. WBC has been carrying Pacers basketball for 15 years and is in the second year of a three-year deal.

Los Angeles Clippers

KTLA(TV) Los Angeles, in the third year of a three-year contract for the broadcast rights, will air 17 away games and three home games—the same as last year. Ralph Lawler will be the play-by-play man. His partner has yet to be named.

The Clippers will have no cable carriage this year, but Broadcast coordinator Mitch



Huberman said the team hopes to strike a deal for carriage of some games on Prime Ticket, the Los Angeles-based regional cable network (see Los Angeles Lakers), if not for this season, then for the 1988-89 season.

KRTH(AM), taking over from KMPC(AM) this season, has acquired the radio rights to all the Clippers games. Ralph Lawler will handle the announcing chores.

Los Angeles Lakers

Prime Ticket, the Los Angeles-based regional cable network serving 1.8 million homes, will televise 25 regular-season home games and one home pre-season game. The announcers: Chick Hearn, in his 27th year of play-by-play for the Lakers, and Stu Lantz, in his first year of color commentary.

Principally owned by Lakers owner Jerry Buss, Prime Ticket also controls the television and radio broadcast rights. It has set up a seven-station television network



including KHJ-TV Los Angeles, which will broadcast 38 regular-season road games and two pre-season road games for the NBA champion Lakers. KHJ-TV in the third year of a six-year deal. Hearn and Lantz are the announcers for the network.

Prime Ticket has also set up a 15-station radio network to air eight pre-season and all regular-season and post-season games. KLAC(AM) Los Angeles, in the third year of a five-year contract, is the flagship. KLAC has been covering Lakers since the 1977-78 season. When it is available, the radio network simulcasts the television audio. When it is not, Hearn and Lantz call the games for radio only.



Milwaukee Bucks

WVTV Milwaukee, entering its 13th season covering Bucks basketball and the final year of a three-year rights contract with the team, will broadcast 30 regular-season road games and six or seven playoff games. WVTV, which holds the broadcast rights, is the originating station for a three-station network. Jim Paschke will do the play-by-play and Jon McGlocklin will do the color commentary.

WTMJ(AM), which holds the radio rights and is the flagship station for a 32-station network, will carry all home and away games this year. WMJ has been covering Bucks basketball since the 1968-69 season. Jim Irwin is the play-by-play man and Jon McGlocklin will do the color commentary when not on television. The Bucks renew their contract with WMJ on a yearly basis.

New Jersey Nets

SportsChannel, a New York regional cable sports network that holds the television rights to the Nets under a long-term agreement, will carry 60 games (32 home, 28 away) this season with Steve Albert and Bill Raftery calling the action. The network, which reaches nearly 1 million cable homes, will also carry any post-season games that are not picked up by CBS or Turner Broadcasting System.

The Nets retain the radio rights and broadcast all regular and post-season games with time purchased on WNEW(AM) New York. According to Nets spokesman



Brian Ricco, the Nets are trying to build a network around WNEW because the station does not thoroughly cover the Nets market. Ricco said the radio broadcasts will feature new announcers this season: Howard David for the play-by-play and Jim Spanarkel and Tim Bassett for the color.

New York Knicks

Madison Square Garden Network, a regional cable sports network serving over 2 million homes, will carry 57 Knicks games this season—two pre-season home games and 55 regular-season games (42 home and 13 away). MSGN will also pick up all home



playoff games that are not covered by CBS. Marv Albert will be doing the play-by-play and John Andaries will do the color.

The Madison Square Garden Corp. owns MSGN and the Knicks and MSGN hold all television and radio rights for the Knicks games. MSGN will produce 23 road games for WWOR-TV, which is in the fourth year of a five-year contract with MSGN. Albert and Andaries will be handling the announcing chores on broadcast television as well. WWOR-TV will also carry any road playoff games not broadcast by CBS.

WNBC(AM) and WFAN(AM), both New York, will share the radio duties. WNBC, in the first year of a 10-year deal, will cover 66 regular-season games and one pre-season game. Jim Karvelas and Ernie Grunfeld will call the games. WFAN(AM), New York's 24-hour-a-day sports station, will air 16 regular-season games that WNBC-TV cannot because of commitments to carry New York Rangers (hockey) games.

Philadelphia 76ers

WPHL-TV Philadelphia has purchased the rights to broadcast 40 regular-season and four pre-season games, all away. Currently in the third year of a six-year contract, WPHL-TV will feature Neil Funk on play-by-play man, and Hubie Brown on color commentary.

PRISM, the Philadelphia-based regional



cable network, holds the cable rights and will broadcast 40 regular-season home games and any and all playoff games not picked up by CBS. PRISM, in its 11th season covering the Sixers, serves 400,000 homes. Jim Barniak will do the play-by-play and Hubie Brown will do the color for Prism as well as for WPHL-TV.

WFIL(AM), which holds the radio rights, has put together a 21-station television network to broadcast all regular-season and post-season games. WFIL is in the final year of a three-year contract. Jon Guerveitch (play-by-play) will handle the away games by himself and work with Neil Funk (color) on the home games.

Phoenix Suns

KXNV-TV Phoenix will broadcast 25 regular-season away games and whatever post-season games CBS and Turner Broadcasting System do not take. KXNV-TV is in the final year of a three-year contract, but, Al McCoy, director of broadcasting for



the Suns, said an agreement on a renewal is expected "any day."

Dimension Cable, a cable system serving Phoenix, has a long-term contract to carry Suns games to its subscribers. This year, it plans to offer 20 regular-season games—15 at home and five away.

Although it sells the television rights, the Suns retain the radio rights and produce all regular and post-season games for an eight-station, all-Arizona network. KTAR(AM) Phoenix is the originating station.



Portland Trailblazers

Retaining all television and radio rights, the Trailblazers will produce 15 home games for distribution over eight cable systems in

Oregon and southwest Washington and 20 away games for broadcast over KOIN-TV Portland, Ore. (According to Ken Bartell, vice president, sponsor services, a few cable systems that do not carry KOIN-TV as part of their complement of local stations will carry some of the away games.) Steve Jones and Pat Lafferty will call the action.

For radio, the Trailblazers have created a 29-station network led by KGW(AM) Portland. Bartell said the franchise has formed its own audio satellite network to distribute the games to the network affiliates. Bill Schonley is the radio play-by-play man; Geoff Petrie is the color commentator.



Sacramento Kings

KOVR(TV) Stockton, Calif., which is in the third year of a three-year deal for the broadcast television rights, will broadcast 20 games this season. Tom Curran (play-by-play) and John Lambert (color) will call the games.

KFBK(AM) Sacramento, which holds the radio rights, will broadcast all the Kings games. Gary Gerould will do the play-by-play announcing; Dave Grosby will handle the pre-game and post-game shows.



San Antonio Spurs

KSAT-TV is the broadcast television outlet for the San Antonio Spurs. KSAT will carry six road games produced by Rogers Cable, the Spurs's cable carrier. This is the first year that KSAT will carry Spurs games; its contract is on a year-to-year basis. Rogers Cable produces all games (both cable and broadcast television), and Rogers purchased the time on KSAT to promote its cable services. KSAT-TV's coverage begins on Nov. 6 against Houston, with Sam Smith doing the play-by-play and Greg Simmons as color commentator.

Sports Channel and First Choice, cable services of Rogers cable, will cablecast 78 games between them. Sports Channel, the local premium channel, will air 35 road and eight home games. Rogers' 10-year contract with the Spurs began in the 1983-84 season. First Choice, Rogers' pay-per-view channel, will televise 35 home games, as part of Rogers' San Antonio area cable coverage. Sam Smith will call Rogers

cable-produced telecasts.

Home Sports Entertainment, a regional sports channel, will air 20-30 games this season. HSE is in the first year of a two-year contract and will cablecast the Roger's feed in the Austin and Corpus Christi areas.

KTSA(AM) will carry all pre-season and regular-season games in its first year covering Spurs basketball. Taking over from WOAI(AM), KTSA(AM) is on a renewable one-year contract. The station will also carry any playoff games. Sam Smith, the voice of the Spurs, will call the games.

Seattle Supersonics

KIRO-TV and KTZZ-TV, both Seattle, which formed a partnership to acquire the Supersonics television rights, will broadcast 28 road games this year. KIRO-TV will air 13 games, while KTZZ-TV airs 15. Under their arrangement, KIRO-TV produces the games. The stations are in the second year of three-year agreements with the Supersonics. Jimmy Jones will be the play-by-play man and Jim Marsh will do the color commentary.

KJR(AM) Seattle, which is owned by Supersonics owner Barry Ackerly,



succeeds KIRO(AM) Seattle as the principal radio outlet for the Supersonics this season. It will act as the originating station for an eight-station network, airing all pre-season, regular-season and post-season action. Bob Blackburn (play-by-play) and Kevin Calabro (color) will call the games.

Utah Jazz

The Jazz Cable Network, a regional cable sports network co-owned by the Jazz and Tele-Communications Inc., will carry 25 games this year, up from 21 last year. Play-by-play man Rod Hundley teams with Carl Arky for the productions.

As they did last year, KSTU(TV) and KSL-TV, both Salt Lake City, will broadcast 11 and 10 games, respectively. According to Kathy Lindquist, the broadcasting producer for the Jazz, KSL-TV is in the last year of its contract with the Jazz and is unlikely to



renew. However, KSTU, she added, is eager to pick up more games. Hundley works with Dave Blackwell for the KSTU games and with Craig Bolerjack for the KSL-TV games.

KLUB(AM) will serve as the flagship for the

Jazz's 11-station radio network. For the 46 televised games, the Jazz uses the television audio for the radio broadcast. For nontelevised games, Hundley works alone on radio.

The Jazz retains all broadcast rights and sells the advertising time.

Washington Bullets

Home Teams Sports, the Washington-based regional sports network, will cablecast 33 home games, while WDCATV Washington broadcasts 25 away games. (Last year HTS carried two additional away games that WDCATV decided not to air because of scheduling problems.) Mel Procter and former Bullet guard Phil Chenier will handle the announcing chores for HTS. Procter will also handle play-by-play for WDCATV, but his



partner has yet to be picked.

WWDC(AM) Washington is the flagship for the Bullets five-station radio network. Although WWDC will produce all the regular and post-season games with Charlie Slowes at the mike for the network, it will not broadcast all of them. Some will be preempted for WWDC's broadcasts of Georgetown University basketball. Bullets spokesman Mark Pray characterized the Bullet relationship with WWDC as a partnership. "We share the expenditures and the profits."

College Conference Lineups

Big East

Boston College, University of Connecticut, Georgetown University, University of Pittsburgh, Providence College, St. John's University, Seton Hall University, Syracuse University, Villanova University.

The Big East is among the most prestigious collegiate basketball conferences in the nation and its television deals reflect it. It is the second year of three-year agreements with ESPN and CBS by which the cable network will show 22 games and the broadcast network will air 14, including six conference games, six nonconference games, one of the conference tournament's semi-final games and the conference championship match.

CBS's exclusive national rights to its games include a guarantee that no other Big East games will be televised in the country before 7 p.m. NYT on weekends

and that there will be only local broadcasts of games after 7 p.m. (Under the contract, the Big East may exempt two non-New York games from the exclusivity.) Although ESPN holds the exclusive national cable rights to Big East basketball, some of the games it produces will be distributed by the conference's Big East Conference Television Network for local broadcast in the eight Big East markets (Pittsburgh; Washington; Philadelphia; New York; Hartford, Conn.; Providence, R.I.; Syracuse, N.Y., and Boston.)

In all, the conference's Big East Conference Television Network will distribute 63 regular and five tournament games this season for local broadcast. The network will produce most of the games itself; those it lifts from ESPN will be repackaged with Big East Network graphics and announcers.

According to Assistant Commissioner Tom McElroy, it is up to the individual schools to make deals with stations in their markets to carry the network games. He said he expects each school to clear between six and 10 regular-season games—mostly away games. Georgetown University in Washington, for instance, has arranged for the broadcast of nine regular-season (and one or two) tournament games over WTTG(TV) Washington.

The Big East retains six minutes of the 20 minutes of commercial time in each game and sells it to advertisers such as Chrysler, Piedmont and Avis. Of the remaining 14 minutes, the station gets 12 and the school two. The school may keep the remaining two minutes to promote itself, sell it to advertisers or pass it on to the station. Some deals also involve rights fees, coaches shows and other considerations.

The regional cable sports networks will also get into the act. For a fee, such networks are able to pick up Big East Network games that aren't being broadcast within their regions. Some have also bought the rights to produce some of the early nonconference games themselves. By McElroy's latest count, Home Team Sports (Washington) will carry nine games; Madison Square Garden Network (New York), 13; PRISM (Philadelphia), 10; SportChannel Florida, nine, and New England Sports Network, more than 30.

The Big Eight conference

University of Colorado, University of Iowa State, University of Kansas, Kansas State University, University of Missouri, University of Nebraska, University of Oklahoma and Oklahoma State University.

Raycom Sports, in the second year of a four-year deal with the Big Eight, is syndicating 32 games. (Raycom's pact with the conference entitles it to all Big Eight games on Saturday and Sunday during the months of January, February and March, two weeknight nonconference games in December and Big Eight conference tournament games. The Raycom telecasts will cover all television markets in the six Big Eight states (Missouri, Kansas, Oklahoma, Colorado, Nebraska and Iowa).

In addition to its regional syndication, Raycom has struck deals with major national networks. Under those deals, ESPN will carry 13 games; CBS, three; ABC, two; NBC, one, and the USA Network, two.

Atlantic Coast Conference

Clemson University, North Carolina State University, University of North Carolina, Georgia Institute of Technology, University of Maryland, Wake Forest University, Duke University, University of Virginia.

Raycom Sports and Jefferson-Pilot Teleproductions have formed a joint venture to produce, package and sell ACC basketball. Under their five-year contract, Raycom will produce 33 regular-season and seven post-season games for syndication. Seventeen markets in the four-state (Maryland, Virginia, North Carolina and South Carolina) ACC region have contracted for the 40-game package.

Raycom/J-P has also sold the rights to 12 regular-season games and the conference championship game to NBC and the rights

Air play. Network radio's coverage of NCAA games will increase this year. For the first time in a decade, Mutual Broadcasting will air "major" college basketball games on 10 consecutive Sundays, tentatively scheduled to begin on Jan. 3. The network's broadcast agreement is with the individual colleges, not with the NCAA.

And for the seventh straight year, CBS Radio will broadcast NCAA regional semifinals and finals, the "Final Four" and the championship game. Coverage begins on March 24. The games are produced in conjunction with Host Communications, Lexington, Ky.

According to CBS, its NCAA coverage will include two talk shows: *Selection Sunday* on March 13, a preview of the NCAA playoffs, tied to the announcement of the selection and pairings of the teams to participate, and the *Eve of the Final Four*, on April 1. Each broadcast will be two hours long.

On the professional side, the ABC Radio Networks will air the NBA All-Star game for the second year in a row, as well as the best-of-seven championship "Finals" for the fourth consecutive year.

to two regular-season games to ABC.

ESPN will simulcast 20 of the Raycom/J-P games, but black them out in the ACC region. In addition to the 20 simulcasts, ESPN will purchase the rights to produce and televise eight additional games.

Atlantic 10

Duquesne University, George Washington University, University of Massachusetts, Pennsylvania State University, University of Rhode Island, Rutgers University, St. Bonaventure University, St. Joseph's University, Temple University and West Virginia University.

The Atlantic 10 will enjoy more television exposure than ever before, according to league commissioner Ron Bertovich. ABC and NBC each plan to feature Temple, the league's top team, in their college schedules once this year in nonleague matchups. ESPN plans to televise six games featuring Atlantic 10 teams; FNN/SCORE, six, and USA Network, five.

In addition to helping set the network deals, Creative Sports Marketing, Charlotte, N.C., is syndicating a nine-game package (with 4 p.m. NYT Sunday starts) throughout Northeast. So far, takers include 12 broadcast stations in Pennsylvania, New York and West Virginia and six regional cable networks (Home Team Sports, PRISM, SportsChannel New England, SportsVision of Chicago and Sportchannel Florida.)

Under league rules, individual schools can cut own television deals for home games that CSM doesn't include in its package. West Virginia University, Morgantown, W.Va., has its Mountaineer Sports Network, which will produce eight games this season and offer them to stations in West Virginia, Maryland and Pennsylvania on a no-cash barter basis (West Virginia splits the advertising time 50-50 with its affiliate).

According to Mike Fetchko, associate athletic director, Temple, the school has sold five games to PRISM, the Philadelphia-based regional sports/entertainment network and, in conjunction with CSM, is producing four more for broadcast over WGBS-TV Philadelphia and several other Pennsylvania stations on a 50-50 barter basis.

Big Ten Conference

University of Illinois, University of Indiana, University of Iowa, University of Michigan, Michigan State University, University of Minnesota, Northwestern University, Ohio State University, Purdue University, University of Wisconsin-Madison.

Rasmussen Communications, in the third year of a four-year deal with the Big 10, has created the Big Ten Network to produce and syndicate 27 games throughout the Big Ten

states (Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio and Wisconsin). Rasmussen expects some 40 stations to take at least some of the games.

In addition to the Big Ten Network, Rasmussen has placed 11 games on ESPN, four for CBS and a number of games for individual schools' local broadcast packages. Rasmussen is producing all Big 10 action this season except for the two games ABC is producing for itself.

Colonial Athletic Association

American University, East Carolina University, George Mason University, James Madison University, University of North Carolina-Wilmington, University of Richmond, U.S. Naval Academy and the College of William & Mary.

The CCA, which negotiates its own television contracts, is in its fourth year of a year-to-year deal with Home Team Sports. The Washington-based regional sports network plans to televise 14 games, but has an option to pick up additional games. Outside of the conference package, George Mason University has contracted with Media General Cable in Fairfax county, Va., to televise nine George Mason games not covered by HTS. MGC is in the third year with George Mason and its contract is renegotiated on a yearly basis.

Metropolitan Collegiate Athletic Conference

University of Cincinnati, Florida State University, University of Louisville, Memphis State University, University of South Carolina, University of Southern Mississippi and Virginia Polytechnic Institute;

Raycom Sports is the Metropolitan Conference's syndicator. In the third year of a five-year deal, Raycom will produce 22 games for the conference (20 regular season games and the Metropolitan tournament semi-final and final games).

The Metropolitan Conference also has a deal with ESPN that will allow the cable network to cablecast 10 games (five conference, five nonconference) and the conference championship game. ESPN is in the final year of a three-year contract.

The 22-game Raycom package has cleared Virginia; South Carolina; Mississippi; Florida; Cincinnati, Ohio; Louisville, Ky., and Memphis.

Missouri Valley Conference

Bradley University, Wichita State University, Illinois State University, University of Tulsa, Drake University, Creighton University, Indiana State University, Southern Illinois University at Carbondale, West Texas State University.

Creative Sports Marketing, in the second year of a three-year deal, is the syndicator for the Missouri Valley Conference. CSM will syndicate 16 games (nine regular season and seven conference tournament games). The 16-game package thus far has been picked up by five stations in the Missouri Valley region and the Chicago-based regional sports network, SportsVision.

As the Missouri Valley syndicator, CSM has also placed seven games on FNN, three games on ESPN and four games on the USA Network.

Pacific Coast Athletic Association

University of California-Irvine, University of California-Santa Barbara, California State University-Fresno, California State University-Fullerton, California State University-Long Beach, University of Hawaii, New Mexico State University, University of Nevada-Las Vegas, University of the Pacific, San Jose State University.

Raycom Sports, in the third year for a four-year deal, is syndicating a game-of-the-week package and the conference championship game throughout the Southwest for the PCAA. In addition, the conference has been trying to sell selected games to the national networks and Prime Ticket, the Los Angeles-based regional sports network. So far, it has three games featuring the University of Nevada-Las Vegas with the broadcast networks—two with CBS and one with ABC.

Pacific-10 Conference

University of Arizona, Arizona State University, University of California-Berkeley, University of California-Los Angeles, University of Oregon, Oregon State University, University of Southern California, Stanford University, University of Washington and Washington State University.

Representing the Pac-10, Raycom Sports has placed 20 games on the national networks. ESPN will have 10; NBC, four; USA Network, three; ABC, two (including the conference championship game in most parts of the country), and CBS, one.

In addition, Raycom is syndicating 27 regular-season games and seven tournament games to stations in Arizona, California, Oregon and Washington.

Southwest Athletic Conference

University of Arkansas-Fayetteville, Baylor University, University of Houston, Rice University, Southern Methodist University, University of Texas-Austin, Texas A&M University, Texas Christian University, Texas Tech University.

Under new four-year contracts that kicked in last month, Raycom Sports is placing Southwest games on the broadcast and cable networks.

In addition, Raycom is syndicating a 16-game package, including tournament finals and the conference championship game, to station in Texas, Arkansas and Louisiana. According to assistant commissioner Dennis Robinson, nearly 30 stations are expected to pick up the package. "We consider [the deal with Raycom] a partnership," Robinson said. "If they do well, we do well. If they do lousy, we do lousy."

Southeastern Conference

University of Alabama, Auburn University, University of Florida, University of Georgia, University of Kentucky, Louisiana State University, University of Mississippi, Mississippi State University, University of Tennessee and Vanderbilt University.

Jefferson-Pilot Teleproductions, in the second year of a four-year agreement with the SEC, has placed at least 23 conference and non-conference games on the national broadcast and cable networks this season. ESPN will have the most SEC action—11 games. ABC has the rights to four games, including the conference championship game. CBS plans to air four games; USA Network, three and NBC, one.

In addition to setting the national deals, J-P is syndicating 29 conference games, including eight conference tournament games, to broadcast stations and regional sports networks, mostly in the states with SEC schools—Florida, Georgia, Alabama, Mississippi, Louisiana, Tennessee and Kentucky.

According to J-P's David Almstead, director of syndication, sports marketing, J-P is also marketing the 29-game package to regional cable networks outside the SEC region. Thus far, he said, it has cut deals with New England Sports Network, Madison Square Garden Network, SportsVision of Chicago and Home Sports Entertainment in Texas.

Sun Belt Conference

University of Alabama in Birmingham, Jacksonville University, University of North Carolina-Charlotte, Old Dominion University, University of South Alabama,

University of South Florida, Virginia Commonwealth University and Western Kentucky University.

ESPN will televise six regular-season Sun Belt games (two conference and four non-conference games) and the conference championship game with rights purchased through Creative Sports Marketing, which is representing the Sun Belt for the fourth straight year.

CSM has also sold a 19-game package, including 12 regular-season package and seven tournament games, to stations in at least 13 southeastern markets from Richmond, Va., to Melbourne, Fla. Home Team Sports, the Washington-based regional sports network, has signed on for the 12 regular-season games.

According to CSM's Bray Carey, three Sun Belt schools—Alabama-Birmingham, North Carolina-Charlotte and South Florida—have independent deals with television stations for local broadcasts of their games. Old Dominion is also looking to cut such a deal, he said.

Western Athletic Conference

Brigham Young University, Colorado State University, University of Hawaii, University of New Mexico, San Diego State University, University of Texas-El Paso, U.S. Air Force Academy, University of Utah, University of Wyoming.

KUTV(TV) Salt Lake City, in the first year of a three-year rights deal with WAC, will produce and syndicate a Saturday afternoon game-of-the-week package in the mountain states. According to Jeff Hurd, director of conference relations, between 10 and 15 stations are expected to carry the games.

KUTV is also producing six games (four conference, two nonconference) that ESPN has picked up and the two (one conference and one nonconference) that USA is carrying. Hurd said the rights fees WAC receive from the cable networks is "minimal." He said WAC "is more interested in the national exposure than in money."

